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6205



DICKSON'S RED (Plant Patent No. 376)
An "All-America" Champion.

1043
CALIFORNIA NURSERY CO.

NILES, CALIFORNIA

Postmaster: Return Postage Guaranteed.

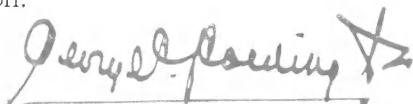
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Roeding's Quality ROSES

FOR 1942

Here on our 300-Acre Nursery at Niles we endeavor to grow for you the finest roses that money can buy, and offer them at reasonable prices consistent with the extra care given them and the extra value they will give you, year after year in your garden. The varieties we list for 1942 have met the rigid standards of our Test Gardens, and can be recommended to you with full assurance that they will perform to your satisfaction.



President.



GOLDEN STATE

PLANT PATENT 303, CONARD-PYLE CO.
Introduced by us in 1939 and the Theme Rose
of the 1939-40 Exposition. Color in spring is a
lemon yellow, deepening in summer and
autumn to rich golden yellow. Buds ovoid and
shapely, opening to fully double blooms
of 50 or 60 petals. Strong, vigorous grower
with flower stems 12 to 18 inches long.
\$1.00 each., 3 for \$2.50

A Guide to SUCCESS WITH ROSES

People often ask us how to get more blooms from their rose gardens. Of course, no single answer can be given to this question because conditions of soil, location and care (see back cover) have much to do with the results. However, one essential frequently overlooked is the importance of starting right with fine sturdy bushes of the highest quality. Not only will you get more blooms . . . as many as 300 or more the first year from a dozen bushes . . . but you will have flowers of excellent size, form and color.

Success in your rose garden is really easy to attain. You may be sure you are starting right with our plants, not merely because we say they are fine bushes, but because they combine every one of these seven necessary factors:

1. Every rose is a First-Quality, No. 1 Grade, 2-year old bush . . . with strong and healthy roots and branches.
2. They produce more blooms. Most varieties are ready to burst into bloom soon after planting, result of careful curing.
3. Bushes have extra-strong root-systems because of ideal soil and generous spacing in our Growing Grounds. That means they will take hold quickly and do well in your garden.
4. Roses are grown under carefully supervised control by our own experienced men and delivered to you direct from the grower.
5. Each variety has been field and garden-tested to make sure that it will give satisfactory results. All plants are grown in this area, therefore thoroughly adjusted to California conditions.
6. Every rose is critically inspected before delivery or shipment.
7. "Roeding's Quality" rose bushes and the statements we make about them are backed by the responsibility of a concern that values its reputation for "the best in roses", acquired by 77 years of service to California's garden-makers.

Come to ROSE HEADQUARTERS and SAVE MONEY

A short drive will bring you to our Garden Store, where you will enjoy making your selections from the West's largest garden assortment. It will pay you, too!

10% DISCOUNT allowed on quoted prices for all Cash Orders of \$5 or more taken with you (Applies to all types of purchases, not roses alone.)

This is in addition to the **Quantity Discounts on Roses**

(Does not apply to Special Collections or to Patented Roses.)
Deduct 10% for 10 to 25 Roses or 20% for 26 Roses or more.

77th Year

George C. Roeding, Jr., Pres.

CALIFORNIA

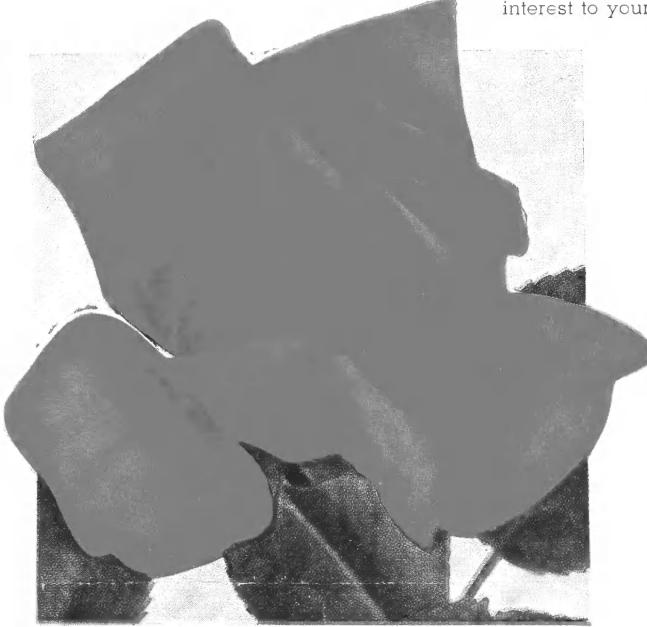
Main Office: **NILES**, Calif. GEORGE C. ROEDING, Jr., Pres.
Branch Nurseries:
Menlo Park, Sacramento, Modesto, Fresno 77th Year

CHRISTOPHER STONE
(Copyright The Conard-Pyle Co.)
(See page 2)



Choose from the finest of the New Varieties "Garden-Tested" ROSE DEBUTANTES

The world's loveliest new roses make their bow to you here. Some of them are being introduced here for the first time, all of them are still newcomers, all have been tested in our trial gardens here at Niles. Now they await your invitation to bring novelty and interest to your rose garden.



DR. KIRK

GOLDEN STATE. (1939) Plant Patent 303. See front cover for description. \$1.00.

LA PARISIENNE. (1936) A fine bedding rose with fully double blooms of warm coral pink which fade to soft China pink in the mature flowers. 75c.

McGREDY'S YELLOW. (1933) Large, buttercup yellow buds of good form opening to fairly double blooms of light yellow. We like this rose for its clear, clean color, healthy foliage and robust growth. 75c.

McGREDY'S SUNSET. (1937) Plant Patent 317. Outside of petals buttercup yellow tipped with orange, inside chrome yellow flushed scarlet and orange. Flowers double, medium size and shapely. Holds color in hot weather. \$1.25.

MME. CHAS. MALLERIN. (1939) Plant Patent 409. Intensely rich, glowing salmon pink blooms opening from dark coral buds with gold bases. Exactly the same color as Buff Beauty tulips. Of medium size but beautiful form with clean, healthy foliage. We like it very much. \$1.50.

MME. HENRI GUILLOT. (1937) Plant Patent 337. Long, shapely buds of orange-red and rose opening to camellia-like, 20-petaled blooms of rich raspberry pink with a gold suffusion. Not only a leader in beauty but also an exceptionally strong-growing rose with large, glossy leaves that are unusually resistant to mildew. \$1.25.

M. S. HERSHAY. (1941) Plant Patent 427. Superb crimson-scarlet blooms borne on sturdy, bushy plants with handsome foliage. Magnificent flowers for cutting; does not blue. \$1.25.

FOULSEN'S COPPER. (1940) Plant Patent 446. Copper and pink. Clusters of ten or more double, high-centered coppery blooms fade to dainty pink with orange reverse. \$1.25.

RAMON BACH. (1937) Plant Patent 366. Apricot-buff buds and rich peach blooms, large and fully double. The bush is like a very vigorous Talisman and produces an abundance of flowers. \$1.00.

Prices Subject to Change Without Notice.



RAMON BACH (Plant Patent No. 366, Conard-Pyle Co.)

APRICOT QUEEN. See back page for description. \$1.50.

BETTY PRIOR. (1935) Plant Patent 340. Outside petals dark carmine, inside soft pink; nearly single flower borne in large clusters. Its continuous blooming makes it a grand garden rose. 75c.

BRAZIER. (1936) Buds burnt orange opening to double flowers of bright scarlet with orange glow. A showy rose for garden color. 85c.

CALIFORNIA. See back page for description. \$1.50.

CHARLOTTE ARMSTRONG. See back page for description. \$1.50.

CHRISTOPHER STONE. (1935) One of the finest new red roses offered in many years. Color is blazing crimson with a velvety glow and entirely free from blue tones. Warm, spicy perfume. Buds are shapely and the open bloom fairly double. 75c.

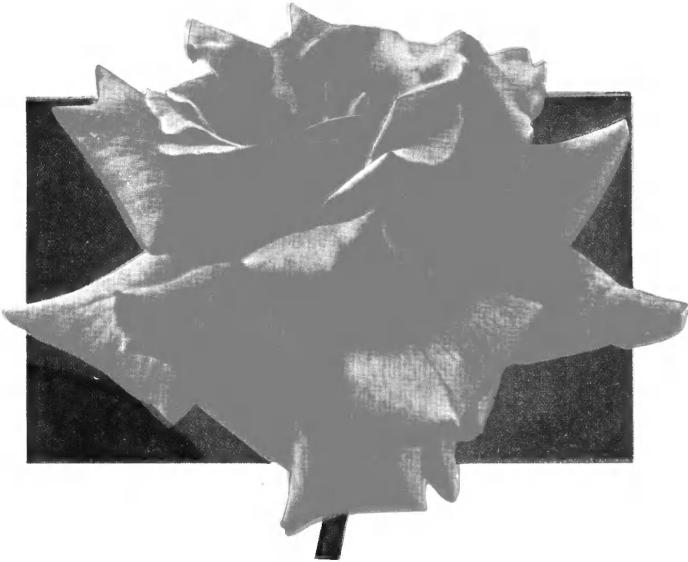
DR. KIRK. (1940) Named for the 1939 President of the American Rose Society. An outstanding rose in every respect. Buds are long, shapely, orange red; open blooms shade from orange red to coppery rose; far more brilliant than Chas. P. Kilham. Bush is extra strong growing and produces long, strong stems. \$1.25.

DICKSON'S RED. (1939) See back page for description. \$1.00.

DONALD PRIOR. (1934) A semi-double rose of the new Floribunda type producing masses of flowers in large clusters. Scarlet, flushed crimson; good foliage. 75c.

FAIENCE. (1935) Peach, salmon pink and yellow tones combine to give this rose a glowing sheen that justifies its name. 75c.

GOOD NEWS. (1940) Plant Patent 426. Magnificent large pink rose opening peach, fading to silvery-pink. Produces quantities of blooms on vigorous, full-foliaged plants. Fragrant. \$1.50.



R. M. S. QUEEN MARY (Plant Patent No. 249)

R. M. S. QUEEN MARY. (1938) Plant Patent 243. A blend of rich salmon and pink that is very brilliant. Buds are of good form and the long, strong stems make this an exceptionally good cutting rose. \$1.25.

ROCHEFORT. (1935) Plant Patent 191. We like this seedling of Mrs. P. S. DuPont and Chas. P. Kilham better each year we grow it. Ovoid buds of terra cotta borne singly on nice stems. Fully double blooms shading from terra cotta to rich salmon. Unusually free from mildew damage. \$1.00.

SENORA GARI. (1934) An exquisite blend of gold, buff, and apricot. Buds not large but of elegant form opening to fairly double blooms. 75c.

SNOWBIRD. (1934) Our favorite white rose. Buds small but exquisitely formed; open blooms very full and double; blooms profusely; nice fragrance. Very effective for garden use when planted in groups of three or more. 75c.

THE DOCTOR. (1939) Buds of perfect form and dark glowing pink color. Open flower medium pink and double. Small but ample foliage on a bush of medium size. \$1.00.

TOPAZ. (1938) Plant Patent 300. A charming little pale yellow polyantha rose that literally covers itself with bloom. Ideal for a border planting; individual blooms of excellent form. 85c.

3 DEBUTANTES

(Shown in color on front page.)

GOLDEN STATE (Regular price \$1.00).

MME. HENRI GUILLOT (Regular price \$1.25).

CHRISTOPHER STONE (Regular price 75c).

A \$3.00 value for **\$2.65** postpaid in California.

(Add 8 cents state sales tax.)

6 DEBUTANTES

BRAZIER (Regular price 85c).

DR. KIRK (Regular price \$1.25).

McGREDY'S YELLOW (Regular price 75c).

MME. CHAS. MALLERIN (Regular price \$1.50).

SNOWBIRD (Regular price 75c).

R. M. S. QUEEN MARY (Regular price \$1.25).

A \$6.35 value for **\$5.65** postpaid in California.

(Add 17 cents state sales tax.)

BUSH ROSES

California's Largest Assortment, Eve

Here is one of the finest lists of standard varieties we have ever assembled. Tried and true, these bush roses have withstood the test of years and have not been found wanting. They come to you with our earnest recommendation.

ANGELE PERNET. Buds flaming orange, opening to semi-double blooms of brilliant reddish-apricot. 75c.

ANGELS MATEU. Plant Patent 174. Big double blooms of rich salmon coral on a sturdy bush. One of the best. \$1.00.

AUTUMN. Burnt orange and red. 75c.

CECIL. Clear yellow single; blooms freely. 75c.

CECILE BRUNNER. Baby rose, small, pointed pink buds. 75c.

CHAS. P. KILHAM. Long slender orange-red buds opening to double orange-rose blooms. 75c.

CYNTHIA. Rich coppery rose. Good grower; excellent form for cutting. 75c.

DAINTY BESS. Graceful single pink; dark stamens; continuous bloomer; charming. 75c.

DAME EDITH HELEN. Extra fragrant; very double dark pink, long lasting when cut. 75c.

DUCHESS OF ATHOL. Apricot and gold flushed rose. 75c.

DUQUESA DE PENARANDA. Shapely, orange buds; open blooms, golden peach. 75c.

ECLIPSE. Plant Patent 172. Clear yellow; slender buds for cutting. \$1.00.

E. G. HILL. Fully double dark red. 75c.

ETOILE DE HOLLANDE. Brilliant red, strong growing; quite resistant to mildew; fragrant. 75c.

FEDERICO CASAS. Tall, strong growing; brilliant blooms; rose-pink inside petals, yellow on reverse; nice buds. 75c.

FEU JOSEPH LOOYMANS. Elegant, long buds rich apricot; shapely open blooms, apricot yellow. 75c.

F. K. DRUSCHKI. Large white; robust grower. 75c.

GENERAL MacARTHUR. Very fragrant, soft red, fine form. 75c.

GOLDEN EMBLEM. Most popular golden yellow. 75c.

GOLDEN RAPTURE. Exquisitely formed buds, excellent for cutting. Clear yellow; good grower. 75c.

HADLEY. Old favorite; very fragrant, dark red. 75c.

HINRICH GAEDE. Big, shapely, rust-red buds borne singly on very long strong stems. Open blooms double, rosy copper with brilliant orange tones, dark veining on outer petals. One of the world's finest roses. 75c.

HOOSIER BEAUTY. Exquisite form and fragrance; velvety red. 75c.

IMPERIAL POTENTATE. Exceptionally fragrant, rich pink blooms; long lasting when cut; healthy foliage. 75c.

INNOCENCE. Beautiful; large single white. 75c.

IRISH FIREFLAME. Brilliant orange-red buds, single apricot flowers; gorgeous red-bronze tones on young foliage. 75c.

ISOBEL. Buds orange scarlet; single coppery-pink blooms. 75c.

JOANNA HILL. Beautiful long buds, double blooms creamy yellow. 75c.

K. A. VICTORIA. Pearly white, tinted lemon at center. 75c.



E. G. HILL



Our rose growing grounds at Niles where thousands of rose bushes are grown especially for our retail customers.

Prices Subject to Change Without Notice.



HINRICH GAEDE

BRAZIER

LADY FORTEVIOT. Semi-double, reddish-gold to apricot tones; strong growing, free blooming, brilliant, healthy. 75c.

LADY HILLINGDON. Fine old Tea Rose; apricot yellow. 75c.

LADY MARGARET SEWART. High centered orange-yellow buds veined and splashed scarlet; best in hot weather. 75c.

LAFAYETTE. Cherry red polyantha; flowers in clusters; almost continuous bloomer; makes good low hedge. 75c.

LESLIE DUDLEY. Beautifully formed buds and blooms of salmon pink suffused golden yellow. 75c.

LORD LONSDALE. Perfectly formed buds of buttercup yellow; open flowers strikingly lovely. 75c.

LULU. Daintily beautiful; long coral-pink buds of pencil slimness; semi-double blooms. 75c.

ry One Field-Tested In Our Gardens

Roeding's Quality Bush Roses (continued)

MARI DOT. Reddish-salmon buds, double blooms of brilliant salmon pink; sturdy bush with holly-like foliage. 75c.

MATADOR. Plant Patent 170. Large, well-formed crimson roses with velvety sheen. \$1.00.

McGREDY'S IVORY. Warm ivory buds of exceptional size, length and symmetry opening slowly to immense white blooms. Our best white rose. 75c.

MME. BUTTERFLY. Rich shell pink; perfect form, fine fragrance. 75c.

MME. COCHET-COCHET. Plant Patent 129. Lovely salmon-pink blooms of good form on long, strong stems. One of the better new roses. \$1.00.

MME. EDOUARD HERRIOT (DAILY MAIL). Valuable bedding rose because of its vivid colors of coral red to flame pink and gold. 75c.

MRS. E. P. THOM. Very good clear yellow rose; dependable. 75c.

MME. JOSEPH PERRAUD. The perfection of form and texture is amazing. Big, long pointed buds of salmon and buff opening to gorgeous golden-buff blooms of surpassing beauty. \$1.00.

MRS. P. S. DUPONT. Golden-yellow buds of medium size but elegant form opening to rich yellow blooms. Outstandingly free blooming, healthy. 75c.

MRS. SAM McGREDY. One of the world's finest roses. Buds of reddish copper and orange; open blooms coppery pink; foliage bronze. Exceptionally good for cutting. 75c.

OPHELIA. Pale, shell pink; exquisite form and fragrance. 75c.

PICTURE. All that the name implies. Perfect form in bud and bloom, rich pink color. A beauty for cutting. 75c.

PRES. HERBERT HOOVER. Tall growing; inner petals apricot, outer rose red. 75c.

RAPTURE. Fragrant, beautifully formed shell pink. 75c.

Prices Subject to Change Without Notice.



PICTURE



McGREDY'S YELLOW

ROUGE MALLERIN. Glowing red, fully double nice form. 75c.

SATURNIA. Plant Patent 349. Cardinal red on inside of petals, golden on reverse. Buds of elegant form. \$1.00.

SHOT SILK. Pink, veined and suffused with yellow. Very healthy foliage. Will thrive in light shade. 75c.

SIGNORA. Plant Patent 201. Orange-cerise buds, blooms pink and gold; very strong growing but compact bush. \$1.00.

SISTER THERESE. Tall growing; long, slender golden buds; open blooms light yellow; moderately double. 75c.

SOUTHPORT. Bright red with touch of gold at base; does not blue. Long, pointed buds and double open blooms. Very good. 75c.

SUSAN LOUISE. Two tone pink with extra long, slender buds just right for cutting. 75c.

TALISMAN. One of the best and most popular roses. Splashed gold, pink and carmine. 75c.

VESUVIUS. Glowing red single rose, golden stamens, nice fragrance; lots of blooms. 75c.

WARRAWEE. Plant Patent 140. Shell pink blooms of attractive form and spicy fragrance. A new rose from Australia. \$1.00.

OUR ROSES ARE SHIPPED BARE ROOT.
*Postpaid in California, Dec. 15 to April 1st.
At other seasons most varieties are supplied in
containers, with nominal cost of transportation
charged to customer.*



SMILES AND DAINTY ROSE BUDS MEET IN
OUR TEST GARDENS AT NILES



"OLD ADOBE" COLLECTION

As the grounds surrounding Old Adobe inspire many a new garden, the dozen roses comprising our Old Adobe collection form the foundation stock for countless new thrills in rose gardening. This year's assortment, as usual, has been selected from field and garden-tested varieties with emphasis on vigor of growth, quality and dependability of flowers. Descriptions of all varieties on pages 3 and 4 of this folder.

CHAS. P. KILHAM

DUQUESA DE PENARANDA

E. G. HILL

ETOILE DE HOLLANDE

GOLDEN RAPTURE

HINRICH GAEDE

MARI DOT

McGREDY'S IVORY

MRS. P. S. DUPONT

MRS. SAM McGREDY

PICTURE

SUSAN LOUISE

A \$9.00 value for **\$7.50** postpaid in California.

(Add 23 cents state sales tax.)

MRS. SAM McGREDY





Unsightly Wall TODAY— Background for Beauty TOMORROW

Plant "Roeding's Quality" CLIMBING ROSES



FLASH (Plant Patent No. 396, Conard-Pyle Co.)

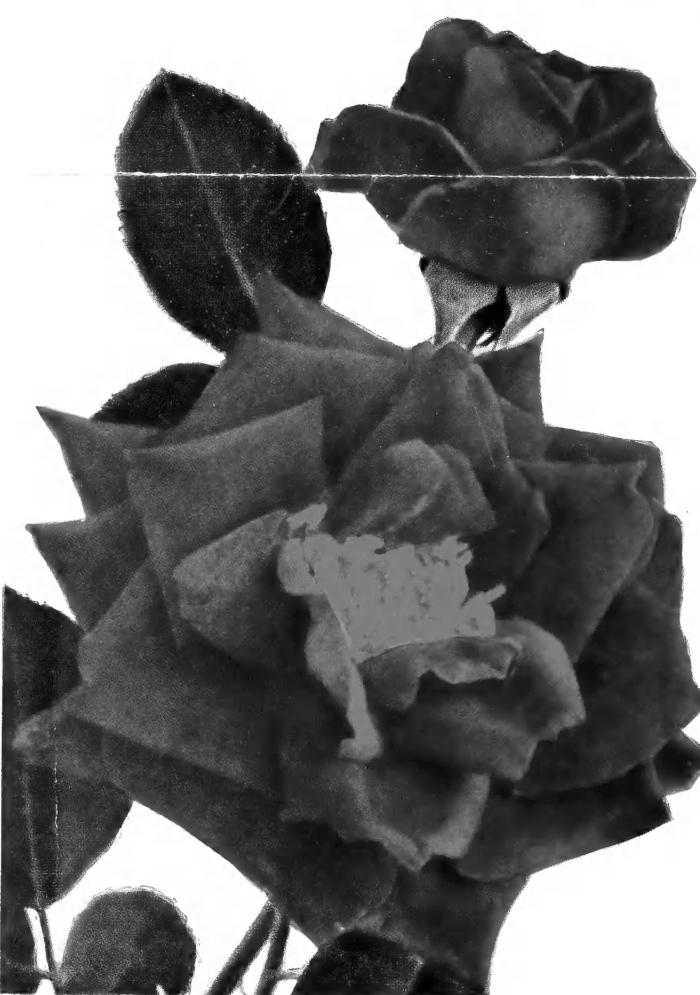
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STANDARD or TREE ROSES

"Roeding's Quality" Standard Roses are budded 40 inches above the ground on clean, vigorous canes of IXL stock. They have well ripened two-year-old heads (superior to young stock quoted at lower prices) and will produce a fine lot of flowers the first summer after planting. \$3.00 each; in lots of 10 or more \$2.75 each. Prices do not include shipping charges.

ANGELS MATEU	McGREDY'S YELLOW
BRAZIER	MME. CHAS. MALLERIN
CHRISTOPHER STONE	MME. HENRI GUILLOT
DR. KIRK	MRS. P. S. DUPONT
DUQUESA DE PENARANDA	MRS. SAM McGREDY
DUCHESS OF ATHOL	PICTURE
E. G. HILL	PRES. HERBERT HOOVER
ETOILE DE HOLLANDE	RAPTURE
GOLDEN EMBLEM	R. M. S. QUEEN MARY
GOLDEN STATE	ROCHEFORT
HINRICH GAEDE	SNOWBIRD
IMPERIAL POTENTATE	TALISMAN
McGREDY'S IVORY	

For detailed description see bush roses on pages 2-3-4.



GUINEE
(Patent Rights Reserved, Conard-Pyle Co.)

Roeding's Quality Climbing Roses planted against your garage walls, fences and other bare spaces will bring a wealth of colorful beauty to your garden. One climber will give 5 to 10 times as many buds for cutting as will the most vigorous growing bush rose.

Our climbing roses are shipped bare root, postpaid in California, from December 15 to April 1. After that date most varieties can be supplied in containers with nominal transportation costs at customer's expense. Most climbing roses do not bloom profusely the first year.

- AMERICAN PILLAR.** Single, rosy pink, white eye; clusters. 75c.
- BANKSIA DOUBLE YELLOW.** Blooms March and April; no thorns. 75c.
- BELLE OF PORTUGAL.** Rampant grower; big light pink blooms in early April. 75c.
- CHEROKEE PINK.** Early, single, clear pink blooms. 75c.
- CLG. CECILE BRUNNER.** Perfect buds and blooms of small size borne profusely on a vigorous climber. 75c.
- CLG. CHAS. P. KILHAM.** A beauty for cutting. Long coppery rose buds of lovely form; brilliant double blooms. 75c.
- CLG. DAINTY BESS.** Almost continuous bloom. Two-tone pink, single flowers of delicate charm borne on exceptionally vigorous climber. 75c.
- CLG. ETOILE DE HOLLANDE.** The most satisfactory all-around red climbing rose. Has rich color, good form, delicious fragrance. 75c.
- CLG. GOLDEN EMBLEM.** Lovely red and gold buds on extra long, strong stems and opening to double flowers of clear yellow. 75c.
- CLG. HOOSIER BEAUTY.** Elegant form, rich spicy fragrance, velvety-red color. 75c.
- CLG. K. A. VICTORIA.** A favorite white climber; good buds for cutting. 75c.
- CLG. LADY HILLINGDON.** Apricot yellow; bronzy foliage. 75c.
- CLG. MME. BUTTERFLY.** Slender, shapely shell pink buds; fragrant. 75c.
- CLG. MME. EDOUARD HERIOT.** Coral pink and orange. 75c.
- CLG. PRES. HERBERT HOOVER.** Rampant climber; flowers same as bush form. 75c.
- CLG. ROSE MARIE.** Deep rose-pink buds and blooms of perfect form. 75c.
- CLG. SHOT SILK.** Copper pink buds, pink blooms shot with yellow. Will tolerate some shade. 75c.
- CLG. TALISMAN.** Vigorous climber; flowers same as bush form. 75c.
- FLASH.** Plant Patent 396. Luminous orange-scarlet petals with gold reverse. Climbs vigorously and blooms almost continuously from April to November. The most brilliant climbing rose yet introduced. \$1.00.
- GUINEE.** Glowing, velvety-red blooms with showy golden stamens and delicious fragrance. Produces numerous slender graceful branches. A fine new red climber. \$1.00.
- LA REVE.** Clear yellow, semi-double blooms in April and May. Makes a grand display for several weeks. 75c.
- MARECHAL NIEL.** An old favorite; fully double; lemon yellow blooms, richly fragrant. 75c.
- MME. GREGOIRE STAECHELIN** (Spanish Beauty). Inner petals pearl pink, outer ones deep rose; shapely and fragrant. 75c.
- PAUL'S SCARLET CLIMBER.** Vivid scarlet, double flowers in great profusion. 75c.
- REVEIL DIJONNAIS.** Semi-double, rose pink with golden centers; brilliant and vigorous; new. 75c.
- RUTH ALEXANDER.** Plant Patent 178. Slender buds of orange, red-tipped; open flowers orange and peach, much like Angele Pernet; exceptionally beautiful foliage and a vigorous grower. \$1.25.
- SILVER MOON.** Semi-double white flowers; rampant climber. 75c.

Prices Subject to Change Without Notice.

ROSES IN MINIATURE . . .

For use in window boxes, as border plants, and for brilliant spots of summer color in rock gardens. When used as house plants avoid placing them in strong sunlight and in drafts.

ROSA ROULETTI. The first miniature rose and ancestor of the newer ones. Flowers of perfect form, double, deep pink. 65c.

BABY GOLD STAR. Plant Patent 407. Slightly larger than Rouletti. Exquisite yellow buds, double yellow flowers often flushed pink at tips. 75c.

PIXIE. Plant Patent 408. An elf-like little flower of palest pink, sometimes almost white; blooms profusely. 75c.

TOM THUMB. Plant Patent 169. "A red rosebud the size of a grain of wheat, a bloom that can open in a thimble." A sturdy little bush that will bloom outdoors from spring until autumn frost. 75c.

PIXIE, THE JEWEL OF THEM ALL
(Plant Patent No. 408, Conard-Pyle Co.)







APRICOT QUEEN (Plant Patent No. 464)



CHARLOTTE ARMSTRONG
(Plant Patent No. 455)

PLANTING

When rose bushes are received from the nursery, unpack them carefully. Cut away any dead or bruised roots or branches. When you are planting, put the roses in a bucket of water and take them out only as you are ready to put them in the soil. Do not expose them to drying winds.

Dig the hole large enough to accommodate the roots without cramping them. Mound up soil slightly in the bottom of the hole so the bush will set firmly on the earth with roots slanting downward and outward. Fill in the earth two-thirds of the way, tramping it down firmly, then pour in 5 or 10 gallons of water. When water has soaked away, fill in with soil to top of hole but do not tramp. When soil is settled fill in with more soil if necessary to level bed. The rose bush should have been planted at a depth that will bring the bud union just above the settled



"ALL AMERICA" ROSE SELECTION FROM THE NATION'S TRIAL GARDENS

APRICOT QUEEN. (1940) Plant Patent No. 464. Deep, rich salmon apricot with orange tints at the base of petals, phlox-pink tints appear as flower opens. Magnificent buds open to reveal ruffled, laciniated petals. Upright, vigorous plants produce a good supply of blooms for cutting. \$1.50.

CALIFORNIA. (1940) Plant Patent 449. Long buds of unusual ruddy orange toned with saffron yellow open to magnificent flowers; outer side of petals overlaid with saturn rose. A vigorous grower with healthy, glossy foliage; delicious fragrance. \$1.50.

CHARLOTTE ARMSTRONG. (1941) Plant Patent 455. Slender, long blood-red buds open to magnificent spectrum-red flowers. Free-blooming plants are strong, vigorous, branching; foliage handsome, an excellent rose for cut-flowers. \$1.50.

DICKSON'S RED. (1939) Plant Patent 376. This glowing scarlet-red rose retains its clear tones on warmest days; warmth of color constant from bud through open blooms. Richly fragrant and vigorous growing; long stems for cutting. \$1.00.

Prices Subject to Change Without Notice.

ALL-AMERICA COLLECTION

All four of the beautiful new roses pictured and described on this page.

**APRICOT QUEEN
CALIFORNIA
CHARLOTTE
ARMSTRONG
DICKSON'S RED**

A \$5.50 value for

\$4.95

Postpaid in California.
(Add 15 cents state sales tax.)



CALIFORNIA (Plant Patent No. 449)

Follow These Simple Rules For Rose Garden Success

surface of the soil. Any growth starting from below the bud union should be cut off close up to the root.

WATERING

When rainfall is not sufficient to keep ground moist, roses should be given a thorough soaking at least once a week. In hot, dry weather more frequent watering may be necessary. The best method of watering is by means of trenches around the plants into which water may run slowly to soak deeply into the soil. Where the soil is stiff and hard, it is advisable to supply a mulch of peat or decayed vegetable matter to conserve moisture.

FERTILIZING

A good mulch of fairly fresh cow manure while the roses are dormant is most beneficial. We recommend GAVIOTA as a good commercial fertilizer for roses.

PRUNING

Pruning is done to encourage vigorous new growth and to remove weak, worthless branches. Roses should be pruned back to six or eight inches when planted. At the end of the first growing season each of these main branches should have one or two new branches. Cut these new branches back to about six inches; removing any weak growth and also any branches that crowd or grow into the center of the bush.

December 15 to March 1 is the best season for dormant pruning. A light pruning may be given in summer when weak and interfering branches should be removed and the bushes cut back about one third. Fertilizing and a thorough soaking following this summer pruning will produce a fine crop of autumn roses.

